Table PP! 1: Source of Food Consumed During Weekday Meals and Snacks (Diary Sample)¹

Where did you get the food for breakfast, lunch, dinner and snacks?

Percent of Children Receiving Food From Each Source by Meals and Snacks Morning Midday Evening **Food Source Breakfast** Lunch **Dinner** Snack Snack Snack Home 81 44 85 73 78 92 School cafeteria 16 52 0 16 6 W Day care provider or 0 0 1 8 1 1 facility/friend's house Fast food restaurant or 2 2 2 1 1 8 food court Served by fast food at 1 0 0 0 0 W school Miscellaneous² 1 2 6 8 7 6

0% represents one-half of one percent or less.

w No one represented.

Columns may add up to more than 100% due to multiple responses.

¹ Reports the responses based on the average over two days.

² Miscellaneous represents nine collapsed categories including school vending machine, convenience store, other type of restaurant, other, other family member's home, social event/party, concession stand/vending machine at sports event, other at school, and friend/trade with friend.

Table PP! 2: Who Most Often Makes Children's Meals and Snacks (Phone Sample)

During the school week, who most often makes breakfast/lunch/dinner for you? During the school week, who most often makes after-school/evening snacks for you?

	Who Makes Children's Meals and Snacks?					
	Mom/Dad/ Adult	Child Alone	Child and Adult	Child with Child	School	
Meal Times						
Breakfast	51	33	5	0	11	
Lunch	44	7	4	0	45	
Dinner	92	1	5	0	1	
Snack Times						
After-School Snack	36	54	5	0	5	
Evening Snack	54	38	4	0	4	

Excludes those reporting "other," "don't eat," and "don't know." 0% represents one-half of one percent or less.

Rows may not add up to 100% due to rounding.

Table PP! 3: Proportion of Children Who Reported Eating 1 or More Servings of Fruits and Vegetables by Meal Times and for Snacks (Diary Sample)

How many servings of fruits, vegetables, 100% juices, or salads did you eat/drink?

Percent of Children Eating 1 or More Servings of... Fruits and Vegetables and Fruits and Fruits and Juices **Meal Times** Salads Vegetables Vegetables¹ Breakfast 26 27 26 1 38 20 58 54 Lunch 58 Dinner 16 50 64 16 4 21 20 Snacks

0% represents one-half of one percent or less.

¹ Excludes fried vegetables, which primarily consisted of fried potatoes.

Table PP! 4: Proportion of Children Who Reported Eating Fruits and Vegetables¹ at Meal and Snack Times by Who Prepares the Meal or Snack (Phone Sample)

How many servings of fruits, vegetables, 100% juices, or salads did you eat/drink? During the school week, who most often makes breakfast/lunch/dinner for you? During the school week, who most often makes after-school/evening snacks for you?

Children Eating 1 or More Servings of Fruits or Vegetables at Meals,

		Percent		
Meal Times	Mom/Dad/Adul Makes Meal	t Child Alone or with Child Makes Meal	School Make	s Meal
Breakfast	29	12	54	***
Lunch	55	68	60	
Dinner	61	80	N/A	

Children Eating 1 or More Servings of Fruits o Vegetables at Snacks, Percent						
Mom/Dad/Adult Makes Snack	Child Alone or with Child Makes Snack					
N/A 11	N/A 9 9 *					
	Vegetables at Mom/Dad/Adult Makes Snack N/A 11					

¹ Excludes fried vegetables, which primarily consisted of fried potatoes.

A box around a group of numbers signifies that differences observed within this group are statistically significant.

Chi Square Test

^{*} p<.05

^{***} p<.001

Table PP! 5: Percentage of California Children Reporting Awareness of the *Campaign's* Television Spots (Phone Sample)

Do you recall seeing or hearing any TV commercials that promoted an educational program called *5 a Day-Power Play!*?

	Aware of the Campaign's Television Spercent of Children	oots,
Total	21	
Gender		
Males	27	* *
Females	14	
Ethnicity		_
White	16	*
African American	29	
Latino	28	
Asian/Other	13	
Income		_
<u><</u> \$19,999	26	
\$20,000 - \$49,999	24	
<u>></u> \$50,000	17	
Federal Poverty Level		
<u><</u> 185%	26	
> 185%	18	
Food Stamps		
Yes	15	
No	22	
Overweight Status		_
Not at Risk	18	*
At Risk/Overweight	28	
Physical Activity		
<u>></u> 60 minutes	20	
<60 minutes	22	
School Breakfast		
Yes	16	
No	22	
School Lunch		_
Yes	25	*
No	15	
Nutrition Lesson		
Yes	18	
No	24	
Exercise Lesson		
Yes	18	
No	26	
	-	

A box around a group of numbers signifies that differences observed within this group are statistically significant.

Chi Square Test

^{*} p<.05

^{**} p<.01

Table PP! 5a: Percentage of California Children Reporting Awareness of the *Campaign* Other Than Television Spots (Phone Sample)

Other than TV commercials, have you seen or heard about 5 a Day-Power Play! anywhere else?

Aware of the *Campaign* Other than Television Spots,

	Percent of Children
Total	14
Gender	
Males	16
Females	13
Ethnicity	
White	11
African American	21
Latino	18
Asian/Other	13
Income	
<u><</u> \$19,999	17
\$20,000 - \$49,999	14
<u>></u> \$50,000	14
Federal Poverty Level	
<u><</u> 185%	16
> 185%	14
Food Stamps	
Yes	26 *
No	12
Overweight Status	
Not at Risk	14
At Risk/Overweight	14
Physical Activity	
<u>></u> 60 minutes	14
<60 minutes	15
School Breakfast	
Yes	31 ***
No	12
School Lunch	
Yes	15
No	13
Nutrition Lesson	
Yes	15
No	13
Exercise Lesson	
Yes	15
No	12

A box around a group of numbers signifies that differences observed within this group are statistically significant.

Chi Square Test

^{*} p<.05

^{***} p<.001

Table PP! 5b: Percentage of California Children Reporting Awareness of the Campaign (Phone Sample)

Do you recall seeing or hearing any TV commercials that promoted an educational program called 5 a Day-Power Play!?
Other than TV commercials, have you seen or heard about 5 a Day-Power Play!

anywhere else?

	Aware of the <i>Campaig</i>	
Total	Percent of Children	
Gender	30	
Males	37	**
Females	24	
	24	_
Ethnicity White	24	*
African American	29	
Latino	40	
Asian/Other	25	
Income		
<u><</u> \$19,999	38	
\$20,000 - \$49,999	31	
<u>></u> \$50,000	29	
Federal Poverty Level		_
<u><</u> 185%	37	*
> 185%	27	
Food Stamps		
Yes	43	
No	29	
Overweight Status		
Not at Risk	28	
At Risk/Overweight	38	
Physical Activity		
≥60 minutes	28	
<60 minutes	33	
School Breakfast		
Yes	43	*
No	28	
School Lunch		
Yes	34	
No	25	
Nutrition Lesson		
Yes	31	
No	30	
Exercise Lesson		
Yes	31	
No	30	
140	1 30	

A box around a group of numbers signifies that differences observed within this group are statistically significant.

Chi Square Test

^{*} p<.05

^{**} p<.01

Table PP! 7: Range in Number of Servings of Fruits and Vegetables Consumed by Awareness of the *Campaign's* Television Spots¹ (Phone Sample)

How many servings of each (fruits, vegetables, 100% juices (vegetable or fruit), salads) did your child eat/drink in this category?

Do you recall seeing or hearing any TV commercials that promoted an educational program called 5 a Day-Power Play!?

		Servings of Fruits and Vegetables, Percent of Children				
		0 ²	1-2	3-4	5+	
Total	Percent	8	35	36	21	
Aware of the <i>Campaign's</i> Television Spots						
Yes	21	14	30	34	21	
No	79	6	37	36	21	

¹ Not aware includes those reporting "no" and "don't know."

Rows may not add up to 100% due to rounding.

² Categorized as having 0.5 servings or less.

Table PP! 7a: Range in Number of Servings of Fruits and Vegetables Consumed by Awareness of the *Campaign*¹ (Phone Sample)

How many servings of each (fruits, vegetables, 100% juices (vegetable or fruit), salads) did your child eat/drink in this category?

Do you recall seeing or hearing any TV commercials that promoted an educational program called 5 a Day-Power Play!?

Other than TV commercials, have you seen or heard about 5 a Day-Power Play! anywhere else?

		Servings of Fruits and Vegetables, Percent of Children				
		0 ²	1-2	3-4	5+	
Total	Percent	8	35	36	21	
Aware of the Campaign						
Yes	30	11	29	34	26	
No	70	7	38	36	19	

¹ Not aware includes those reporting "no" and "don't know."

Rows may not add up to 100% due to rounding.

² Categorized as having 0.5 servings or less.

Table PP! 8: Belief About the Number of Servings of Fruits and Vegetables Needed for Good Health by Awareness of the *Campaign's* Television Spots¹ (Phone Sample)

How many total servings of fruits, fruit juices, vegetables, and or salads do you think you should eat every day for good health?

Do you recall seeing or hearing any TV commercials that promoted an educational program called 5 a Day-Power Play!?

		Servings of Fruits and Vegetables Believed Needed ² , Percent of Children			
		0-2	3-4	5+	
Total	Percent	18	41	41	
Aware of the <i>Campaign's</i> Television Spots					
Yes	21	13	36	51	
No	79	19	42	39	

¹ Not aware includes those reporting "no" and "don't know."

Rows may not add up to 100% due to rounding.

² Excludes those reporting "don't know."

Table PP! 8a: Belief About the Number of Servings of Fruits and Vegetables Needed for Good Health by Awareness of the Campaign¹ (Phone Sample)

How many total servings of fruits, fruit juices, vegetables, and or salads do you think you should eat every day for good health?

Do you recall seeing or hearing any TV commercials that promoted an educational program called 5 a Day-Power Play!?

Other than TV commercials, have you seen or heard about 5 a Day-Power Play! anywhere else?

		Servings of Fruits and Vegetables Believed Needed ² , Percent of Children				
		0-2	3-4	5+		
Total	Percent	18	41	41		
Aware of the Campaign						
Yes	30	11	39	50	*	
No	70	21	42	37		

¹ Not aware includes those reporting "no" and "don't know."

Rows may not add up to 100% due to rounding.

A box around a group of numbers signifies that differences observed within this group are statistically significant.

Chi Square Test

² Excludes those reporting "don't know."

^{*} p<.05